

Sponsorship and Exhibits

Feb. 28 - Mar. 3, 2022 | Salt Lake City



Dear Exhibitors & Sponsors,

We're glad that you're planning to participate at Payments Summit 2022. We're expecting a great turnout at the conference and want to help you maximize your presence with potential clients. This exhibitor/sponsor service kit will help you to plan and execute your exhibit/sponsorship strategy. It includes a lot of information in 3 parts: Exhibitor and Sponsors, Exhibitors Only, and Sponsors Only. If there is any additional information you need, please contact either Deb Ferril, 612-867-6815, dferril@securetechalliance.org or Jaci Sauve, 860-488-1090, jsauve@securetechalliance.org.

Exhibitors and Sponsors

Payments Summit Website and Show Guide Information: We want to list you on the website as soon as possible and in the conference show guide. Please email the following information to Deb Ferril at dferril@securetechalliance.org as soon as possible:

- Company logo – at least 300dpi in AI, PSD, or JPG format
- Company profile – 75-100 words
- Landing page URL – to be linked to your logo on the Payments Summit website

Invite Your Clients: You can extend a discount to your clients. Tell them to register for the Payments Summit and enter the promo code **PS22_20DISC** to receive a 20% discount off the current conference rates. This discount may not be combined with member discounts.

Promote Your Participation: We've created an Exhibitor & Sponsor Promotion Page that provides promotional materials including text and banners for use on your website, email, and display promotions. The Exhibitor & Sponsor promotion page is available at <https://www.stapayments.com/banners/> Please be sure and link all promotion to the conference web site at <https://www.stapayments.com/>

Book your Hotel Reservations: Hotel reservations at the Little America may be made through the Payments Summit website at [Little America Reservations - Payments Summit](#) This link provides access to the room block for Payments Summit attendees at a significantly discounted rate. If you book directly with the hotel (855-516-1090), please reference the Secure Technology Alliance Payments Summit, Booking Group Number SECU0222_001, to receive the discounted conference rate.

Exhibitors Only

Exhibit Hall Schedule: The exhibit hall will be open to all Payments Summit attendees during evening receptions, breakfast, lunch, and breaks during the day. Set-up will begin on Monday, February 28 at 1:00 p.m. If you feel you will need additional time for set-up, please let us know.

- Exhibitor Arrival/Set-up: Monday, February 28, 2022, 1:00 PM 5:00 PM
- Show Hours: Monday, February 28, 2022, 5:15 PM 7:30 PM
- Show Hours: Tuesday, March 1, 2022, 7:30 AM 7:00 PM
- Show Hours: Wednesday, March 2, 2022, 8:00 AM 3:15 PM
- Exhibitor Departure: Wednesday, March 2, 2022, 3:15 PM 6:00 PM

Register Exhibitor Staff: Your booth registration includes 2 complimentary full-conference passes for your booth staff. If you didn't include booth staff names on your exhibitor agreement, you can register them using promo code PS22_Exhibitor at [Registration – Payments Summit 2022 \(stapayments.com\)](https://stapayments.com/Registration-Payments-Summit-2022)

We have a special registration category for exhibit space personnel only. This category allows exhibitors to register additional personnel who do not attend the conference sessions. A nominal fee of \$435 allows additional exhibit space personnel to enjoy the exhibits and all food and beverage benefits available to conference attendees yet saves money by not paying fees to attend the conference. Availability is limited to exhibit space personnel only. Discount codes do not apply. (If you included additional staff on your exhibitor agreement, this fee was invoiced along with your exhibit space.)

Exhibit Booth Package Includes:

- 8' wide exhibit space with 4' counter, 2 chairs, waste basket
- 12" x 36" Company sign
- Expo Pass Lead Retrieval System
- 2 Complimentary 3-Day Full Conference Registration Passes
- Logo on website and company information published in show guide

Our event decorator, ***In The Event***, will provide the booth furniture and custom graphic. ***In The Event*** has provided an order form that is included with this exhibitor/sponsor kit. The order form references booth types to order. We have ordered the "Basic 8' x 8'" booth for you. If you choose to upgrade your booth to the "Gold A" package (which includes additional furniture and a different counter) or order furniture, please complete those sections on the order form. Email the completed form to ***In The Event*** at cvanderveen@intheevent.com and copy dferril@securetechalliance.org and jsauve@securetechalliance.org so we are aware of additions to your booth. Full contact details for ***In The Event*** are on the order form.

Shipping & drayage: ***In The Event*** provides drayage to get your booth to the exhibit hall and removed for outbound shipment. We highly recommend using ***In The Event*** for delivery of your booth goods. Their address for shipping goods is on the order form and included below. Note the deadline to receive items is **February 18, 2022**.

In The Event
C/O Payments Summit

3008 S. 300 W.
Salt Lake City, UT 84115

Last minute shipments to hotel: Shipments directly to the hotel should be avoided. For last minute items that cannot be delivered to ***In The Event*** by February 18,2022, please ship to the hotel to the attention of a guest name and arrange for shipment to arrive within one day of guest arrival.

Little America Hotel
C/O Guest Name
500 S. Main St.
Salt Lake City, UT 84101
[\(801\) 596-5700](tel:(801)596-5700)

Artwork for the Custom Graphic included with your booth: ***In The Event*** will print color signage for your booth. This may include text and/or graphics. Email graphics to cvanderveen@intheevent.com and copy dferril@securetechalliance.org. Specifications for the artwork file are:

- 12”h x 36”w finished size
- ½” border on all sides, i.e., 11”h x 35”w finished artwork
- CMYK printing
- Vector based format: AI, EPS, or SVG.
- Hi-resolution, minimum 300dpi
- **Artwork deadline – Monday, January 31!**

Electrical and AV services: Electrical service will be provided by ***Little America Audio Visual & Event Technology Services*** and their contractor. Electrical, monitor rentals, and other services may be ordered through this link [Electrical Orders](#) If you have any questions regarding the technical or AV services, please contact Matt Ballif, Director of Event Technology, 801-258-6992, mballif@grandamerica.com or Jared Boyd, Convention Services Manager, 801.258-6773, jared.boyd@grandamerica.com.

ExpoPass Lead Retrieval: Your booth includes a mobile app-based lead retrieval system. We will provide you with a 6-digit code and then you can complete your company profile, qualifying questions for your exhibit staff to use. Once you create your company profile, you may add four additional team members as users at no charge.

Sponsors only

Registration: Many sponsorships include additional conference registrations. Register you additional attendees using promo code **PS22_Sponsor** at [Registration – Payments Summit 2022 \(stapayments.com\)](https://stapayments.com)

Shipments to hotel: Very few sponsor items will require shipping to the hotel except for:

- Inserts or giveaways (pens, etc.) for conference handouts
- Banners to hang in exhibit hall, registration area, conference/breakout rooms
- Hard goods (cups, napkins, etc.) for sponsors hosting breaks, meals, etc.

Shipments of these items should be scheduled to arrive between **February 23-26, 2022**. Please ship to the hotel to the attention STA Payments Summit, Jaclyn Sauve as shown below. Please email dferril@securetechalliance.org and jsauve@securetechalliance.org a description of the items being shipped and your tracking information so we will know to expect your shipment.

Little America Hotel
C/O STA Payments Summit, Jaclyn Sauve
500 S. Main St.
Salt Lake City, UT 84101
[\(801\) 596-5700](tel:8015965700)

Ads in conference show guide: Ads are available in ¼, ½, and full-page sizes. All artwork should be emailed to Deb Ferril dferril@securetechalliance.org by **January 28, 2022**. Specifications:

- PDF is preferred format. AI is acceptable.
- Resolution should be at least 300dpi.
- Printing will be CMYK - no PMS matching.
- Full bleed is acceptable but there should be no text within 1/2" of the edges
- ¼ page Horizontal – 8.5"w x 2.75"h
- ¼ page Vertical – 4.25"w x 5.5"h
- ½ page Horizontal – 8.5"w x 5.5"h
- ½ page Vertical – 4.25"w x 11"h
- Full page – 8.5"w x 11"h
- Artwork needed by **Friday, January 28!**

Inserts in conference handouts: You can send 400 copies OR have us print and bill you for the actual printing costs. If you request us to print, all artwork should be emailed to Deb Ferril dferril@securetechalliance.org by **January 28, 2022**. Specifications:

- 8.5"w x 11"h finished size. Can be 2 sided or 4 pages (11x17 folded)
- CMYK printing, no PMS match
- PDF preferred, minimum 300dpi
- Matte or gloss print - specify preference
- Stock – 60#, 80#, or 100# - specify preference
- Artwork needed by **Friday January 28!**

Welcome letter in show guide (Platinum & Gold sponsors only): This is your opportunity to welcome attendees, speak to the state of the industry, and highlight any speakers you have on the agenda. A sample from past Payments Summits is available on request. Artwork should be emailed to Deb Ferril dferril@securetechalliance.org by **January 28, 2022**. Specifications:

- 8.5"w x 11"h finished size.
- Full bleed OK but no text within ½" of borders
- CMYK printing, no PMS match
- PDF preferred, minimum 300dpi
- Artwork needed by **Friday, January 28!**

Hospitality Events: Receptions, Breaks, Meals, Ski Event: In addition to signage at the entrance to these events, there will be tabletop signage throughout the event (number depends upon type of event). This signage will be "tent" style signs and is available in two formats. Artwork should be emailed to Deb Ferril dferril@securetechalliance.org by **January 28, 2022**. Specifications:

- 12"w x 6"h. No bleed/white border. Finished artwork should be 11.5"w x 5.5"h
- OR
- 5"w x 5.5"h. No bleed/white border. Finished artwork should be 4.5"w x 5"h
- CMYK printing, no PMS match
- PDF or AI preferred, JPG also acceptable.
- Hi-resolution, minimum 300dpi
- Artwork needed by **Friday, January 28!**

Private Meeting Rooms: Foam Core Signs on easels will be displayed outside your meeting room. Artwork should be emailed to Deb Ferril dferril@securetechalliance.org by **January 28, 2022**. Specifications:

- Finished size will be 24"w x 36"h.
- Artwork can be full bleed provided the file is designed for full bleed, i.e., margins slightly greater than 24 x 36 and no text within 1/2" of the trimmed size.
- CMYK (no PMS match) printing.
- File format should be PDF or AI
- Hi-resolution, minimum 300dpi.
- Artwork needed by **Friday, January 28!**

Other sponsorships: Many sponsorships will only require that we have your logo. This will be used for your sponsor signage, website, and the conference show guide. Please email your logo to Deb Ferril dferril@securetechalliance.org immediately so we can begin promoting you on our website! Your logo will also be placed on specific sponsor items like:

- Registration Badges
- Payments Summit Bags
- Logo Water Bottle
- Mobile App

- Wi-Fi Signage
- Charging Stations

Digital Signage sponsor will include several scrolling slides. We will contact the sponsor with specific format information for these slides.

We've covered lots of information and there may be questions we haven't answered. We're here to help so please, contact us. Also, there are still sponsorships and exhibit space available if you'd like to expand your presence at the conference. Thank you again for supporting the Payments Summit!

Regards,



Deb Ferril
Director, Membership & Marketing
Secure Technology Alliance
Mobile: (612) 867-6815
dferril@securetechalliance.org

Attachments:

In The Event order Form
Little America Audio Visual & Technology Services 2022 Pricing